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**FOR IMMEDIATE RELEASE**

(December 20, 1994)

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**MEDIA ADVISORY**

**WHAT: MICKEY MOUSE COMES TO SAN DIEGO!!!**

**Mickey Mouse Joins Cox Cable San Diego and The Disney Channel to Announce Special Christmas Gift for Cox Customers *That Will Last All Year Long...And Longer***

*Cox Cable One of First Systems in Nation -- and Only System Locally -- to Strike Major Deal With Disney. All Cox Customers to Benefit.*

(Details of deal to be released at news conference.)

**WHEN:** Wednesday, December 21, 1994 -- 11 a.m.

**WHERE:** Cox Cable San Diego  
5159 Federal Boulevard, San Diego

**WHO:** Mickey Mouse  
The Disney Channel Representatives  
Over 400 Cox Cable Employees  
Mayors or Council Representatives From All 10 Cities Served by Cox  
Children of City Officials

***Interview opportunities with the following participants will be available:***

Barry Cottle, Regional Vice President, The Disney Channel  
Sandy Murphy, V.P., Community & Public Relations, Cox Cable San Diego  
Art Reynolds, V.P., Marketing & Sales, Cox Cable San Diego  
Mayor Shirley Horton, City of Chula Vista  
Mayor Pro Tem Bob McClellan, City of El Cajon  
Mayor Mike Bixler, City of Imperial Beach  
Mayor Art Madrid, City of La Mesa  
Mayor Bob Burns, City of Lemon Grove  
Mayor George Waters, City of National City  
Mayor Don Higginson, City of Poway  
Councilman George Stevens, City of San Diego  
Mayor Jack Dale, City of Santee

***Photo opportunities with Mickey Mouse, city officials and children will also be available.***

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Cox Cable  
San Diego, Inc.

December 23, 1994

Attention: Assignment Desk

As you may know, over a third of the television viewers in the San Diego DMA watch on Cox Cable; which means they'll feel the impact of a significant change in service. That **change goes into effect tonight**, the beginning of Christmas Eve, **at one minute past midnight**.

All 329,000 Cox cable customers will be able to tune into Channel 18 and watch The Disney Channel. This premium service used to cost an extra \$9.95 per month. Effective Dec. 31, it will be available to all 321,000 Cox customers who get the Basic plus CPS service. However, from Christmas Eve through Dec. 31, all 329,000 Cox customers also will be able to tune into The Disney Channel. This move makes it possible for thousands of households in your viewing area to watch more family oriented, high quality programming without a monthly premium charge.

This partnership between The Disney Channel and Cox Cable was honored Wednesday with an announcement made by Cox Cable with The Disney Channel, Mickey Mouse and seven of the 10 mayors from the cities served by Cox.

Included in this package is B-roll of the Wednesday announcement; file video of Disney's programming (including the classic animated feature, Pinocchio) for your use; Cox Cable's news release announcing the agreement; and five Jiminy Cricket hand puppets (for on-air use, if desired...or for an extra special Christmas present for Pinocchio and Jiminy Cricket lovers). Please call Sandy Murphy at 266-5356 (w) or 267-0848 (h) if you have any questions.



SAN DIEGO  
CLIPPING SERVICE

VOICE & VIEWPOINT  
DEC 29 1994

## Cox Cable San Diego and The Disney Channel Give Special Gift To All Customers

Cox Cable San Diego announced that it will begin offering The Disney Channel to all customers on the Cable Programming Services (CPS) tier on December 31, 1994.

"This is the most significant programming announcement made in the history of Cox Cable San Diego," said Art Reynolds, vice president of marketing and sales for Cox Cable San Diego. "We appreciate Disney working with to develop pricing and packaging which will satisfy customers and enhance the value of their cable subscription."

The Disney Channel,

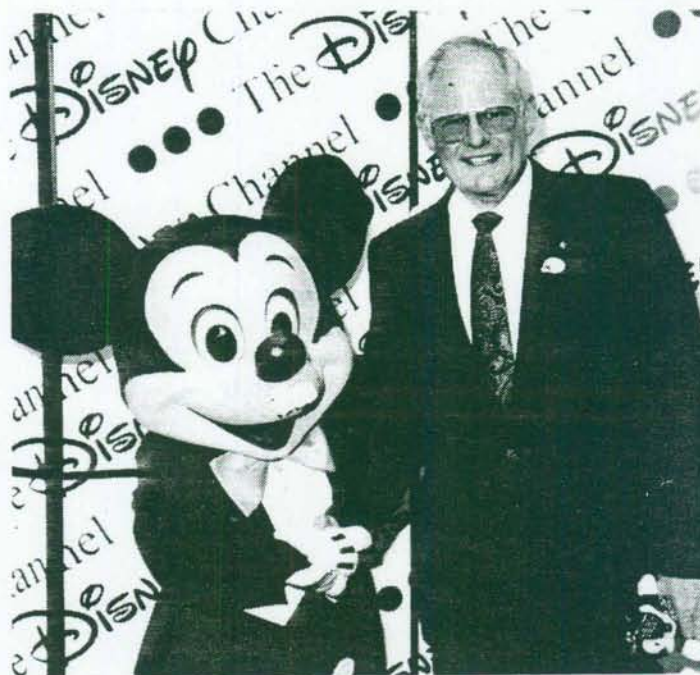
America's premiere family network, has been offered as a pay service since October 17, 1983, at a cost of \$9.95 per month. Now approximately 321,000 Cox customers who receive the CPS tier can simply tune in to The Disney Channel on channel 18. The Disney will remain unchanged as a commercial-free, high quality network.

"We are excited to be working with innovators like Cox Cable San Diego because of their commitment to delivering quality programming to their customers," said Barry Cottle, regional vice president for The Disney Chan-

nel.

Serving the San Diego community since 1961, Cox Cable San Diego is the largest cable system in California and the sixth largest in the nation. The system currently serves nearly 329,000 customers throughout 10 communities, including the County of San Diego and the cities of San Diego, Chula Vista, El Cajon, Imperial Beach, La Mesa, Lemon Grove, National City, Poway and Santee. The company is a wholly owned subsidiary of Cox Cable Communications, Inc., a subsidiary of Atlanta-based Cox Enterprises, Inc.

## **Channeling Disney**



El Cajon City Councilman Bob McClellan (right) greets Mickey Mouse at the launching of the Disney Channel on Cox's Cable Programming Services Tier. Officials from six cities made presentations to Mickey on behalf of their respective cities. After 11 years of carrying Disney as a pay service, Cox is now offering the channel to all customers who receive the Cable Programming Services Tier. Tune in on Channel 18.



**SUNDAY**  
JANUARY 8, 1995

*The Daily Californian*

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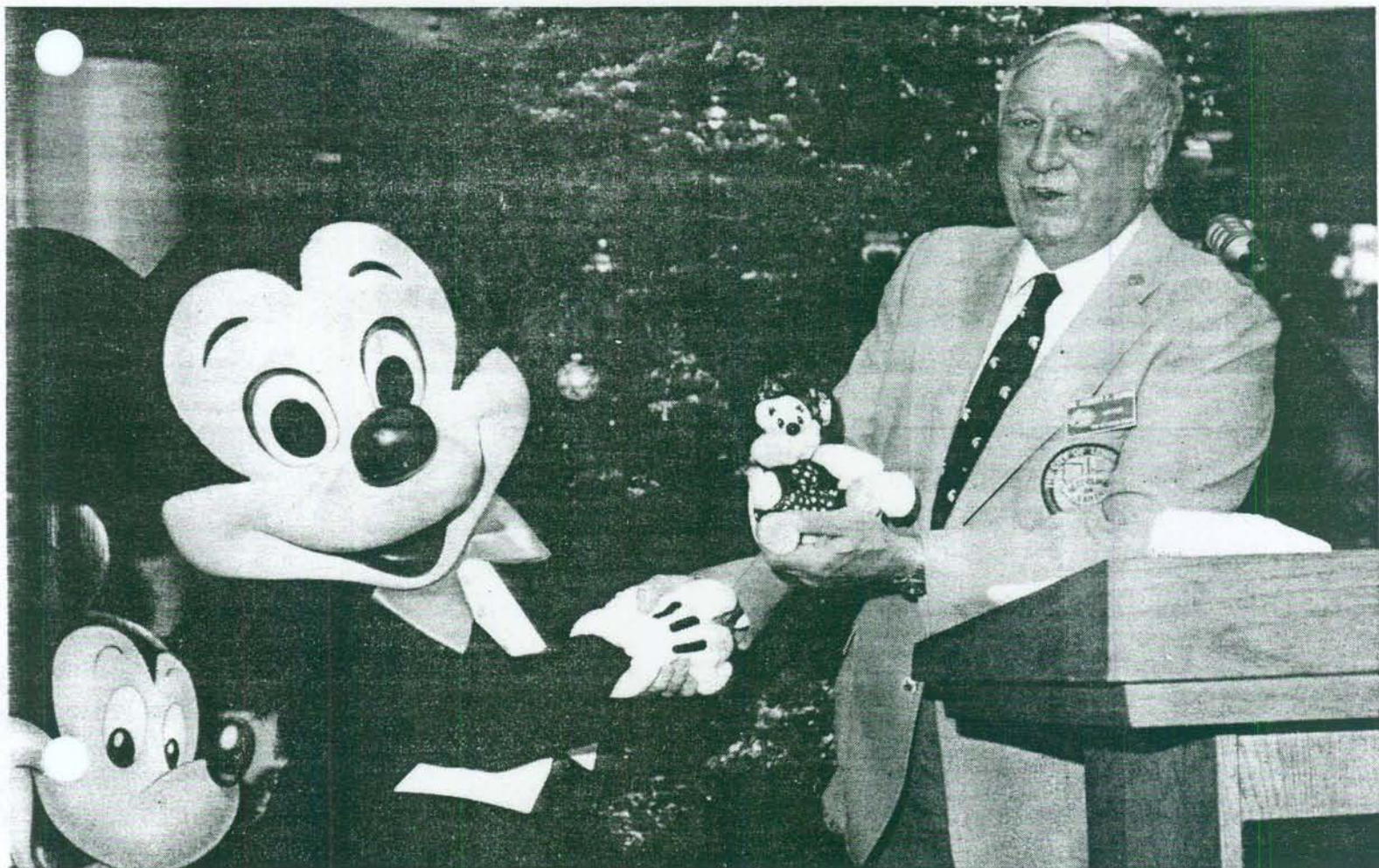
## **My View**/*Guest Column*

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# Cox Cable deserves a star for gift of Disney Channel

A belated **Happy New Year!** Let's start '95 with a **good deed**...There's nothing Mickey Mouse about the recent actions by **Cox Cable**. By moving the Disneyland Channel from its premium ranks to the general subscription category, several things happened...Cox will get **good PR**... like a mention in this column. Cox will also lose revenues from the large number of subscribers who paid extra for this service... The winners? **Latch-key kids, shut-ins** and the **general public**...The quality of programs have made a quantum leap. We now have KPBS, C-SPAN, Discovery Channel, and Mickey...**Violence** on the boob tube has **dropped** one notch.





Lemon Grove Mayor Bob Burns accepts a souvenir gift from Mickey Mouse during a recent press conference during which Cox Cable announced that subscribers would receive the Disney Channel free of charge. courtesy of Cox Cable

# Mayor meets Mickey Mouse

Many Lemon Grove residents started the new year off with an unexpected gift. And Mayor Bob Burns was on hand for the recent "unwrapping."

## AROUND LEMON GROVE

Michele Kazaldis

Burns and other area mayors were the guests of the Cox Cable San Diego at a recent press conference, where the company announced that its subscribers will no longer have to pay for the Disney Channel. Appropriately, the switch became effective Christmas Eve.

In celebration of the event, Mickey Mouse danced about the

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*Burns and the other mayors received a souvenir Minnie Mouse doll to mark the occasion. Burns had planned to make it a gift to one of his grandchildren, but his wife, Jackie, claimed first dibs.*

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stage, shaking hands with everyone. Burns and the other mayors received a souvenir Minnie Mouse doll to mark the occasion. Burns had planned to make it a gift to one of his grandchildren, but his wife, Jackie, claimed first dibs.

The conference was attended by representatives of the Disney Channel, and the mayors from Lemon Grove, Santee, Imperial Beach, La Mesa, National City and El Cajon. George Stevens represented San Diego.

"I told the group I was happy to share the spotlight with other mayors from the suburbs," Burns said.

Burns will be joining local leaders once again as he participates in a program broadcasted at 7 p.m. Wednesday, Jan. 25., on KCOX Channel 4.(mtk-cr)